

Racing Proves Crucible of Auto Perfection

Lessons Learned on Speedway Factor in Developing Motor Cars, Says Hought

The speedway, the road race and the endurance run have been the crucible from which has come the perfected automobile of today, according to a statement by Harry S. Hought, who has been known as an earnest advocate of such tests.

"Driving a motor at top speed for five and six continuous hours in a speed contest, or sending the car through endurance and reliability runs put it to a greater test than five years of ordinary service and immediately show up any weakness which may exist," he said.

"When it was announced five years ago that by the use of an exclusive patented principle Hudson had increased the power of the motor by 72 per cent without any increase in size or the sacrifice of simplicity, skeptics expressed a doubt as to whether the car would stand up under such a strain. It was to prove the superior endurance which also resulted from the use of this principle that Hudson cars were entered in speedway events.

"Pitted against the fastest special racing machines ever built, many of them costing from \$15,000 to \$40,000, these Super-Sixes made a record which has never been equaled. But it was a triumph of endurance over speed, for more than 60 per cent of the racing machines against which Hudson cars competed had more speed. What the Super-Sixes accomplished, therefore, was due to superior staying powers.

They won out by being able to hold the terrific pace where other cars with less stamina literally were burned up. In nine championship races during their first year on the speedways, out of twenty-two entries, every Hudson car except one finished within the money and a collision forced that one out of the race."

Pfeffer One Maker Who Does Own Testing

Very few motor car manufacturers insist on doing the final testing. C. A. Pfeffer, vice-president of the Saxon Motor Car Corporation, is one of them. It is his pride to know personally every detail of the car he backs.

Testers had made most satisfactory reports of the new Saxon, and when they had done everything possible to the car Mr. Pfeffer told C. L. Fox, sales manager, he had a real job for him. So away they started in a new Saxon touring car drove it 250 miles a day for two days, and the picture shows their return to the factory.

"The easiest ride we ever had and the most enjoyable, for it proved everything we claimed for the car and added something to it," said Mr. Pfeffer. "We headed for one of the concrete stretches and cut loose. It went from a few to forty miles in a flash and then on to the limit with never a murmur.

"But we didn't stick to pavement. We headed for the worst going, tried to kill it, but failed. I have satisfied myself that it is the greatest car I have ever slammed down the accelerator on."

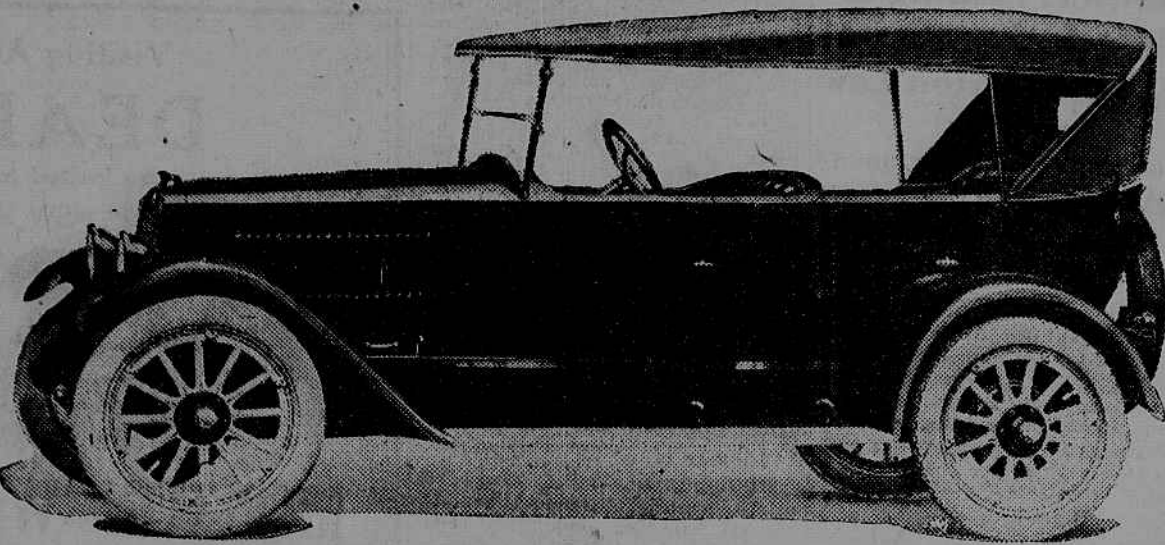
"It has pulling power to spare. We never reached the limit in hub deep sand, and the way it took the steepest hills was pure joy to Fox and myself. And, best of all, there was no heating, no side sway, the flexibility of the car being a revelation to us.

"Never before have I been able to step into a brand new car and drive it at full speed and keep it up. The bearings are as limber as though the car had been at it for a year. Meanwhile the motor hinted to us to ask for more, but we could not think of anything more grueling than the tests we put the car to in the 500 miles.

"Every unit did exactly as intended. We were at our limit of punishment, but the car evidently was not. Look it over and see."

Examination showed that every part was in perfect condition, also that the car was just as heavy as on the start. In addition the car had shown 24 1/2 miles per gallon on this trip, indicating a general average in excess of twenty-five miles for the new Saxon.

The New Mitchell Model



This new car seats five passengers, has 120-inch wheelbase and 40-horsepower motor.

Nash Outgrows Kenosha Plant Milwaukee Factory Needed to Take Care of Four-Cylinder Production

The introduction of the Nash Four at the Automobile Show this year, which follows the announcement some months ago of the building of a new plant in Milwaukee by the Nash Motors Company, is testimony of the growth of the organization headed by C. W. Nash. It is a little more than three years ago that Mr. Nash took over the plant at Kenosha and organized the Nash Motors Company.

In that comparatively short period the company has outgrown the facilities of the Kenosha factory and for the manufacture of the new four-cylinder car has been compelled to build another large plant in Milwaukee. The Nash growth is all the more remarkable when it is remembered that during practically two of these years the country was at war and business conditions were abnormal. The Kenosha factory of the Nash Motors Company, one of the largest and best equipped in the automotive industry, in the second year under the direction of Mr. Nash and his associates did a volume of upward of \$47,000,000 worth of business. Its output for the current fiscal year is 40,000 passenger cars and 5,000 trucks.

Moto-Meter Is Coming Into Widest Use

The purchase of an eight-story plant at 15 Wilbur Avenue, Long Island City, by the Moto-Meter Company, Inc., marks another chapter in the growth and development of this business. Several years ago the moto-meter was standard equipment on only five or six makes of automobiles. To-day 151 automotive manufacturers equip their machines with this device, and more than two million of them are now in use in the United States.

The moto-meter was invented by Harrison H. Boyce, vice-president and general manager of the Moto-Meter Company, Inc., and is an instrument to indicate the temperature of the motor and to call the attention of the driver to any sudden changes. Not only does it act as a safeguard against damaging the automobile engine because of overheating, but it is so designed and made that it adds to the lines of the car. No man can tell when his engine is overheating. It is only after it has overheated than you can discover anything is wrong. The moto-meter indicates approaching engine trouble fifteen or twenty minutes before you can locate it. By so doing it helps eliminate premature wear, burned bearings, scored cylinders and other motor ills and expenses, big or little. An automobile engine is designed to operate most efficiently and economically at a temperature always approaching the boiling point, but never reaching it. Especially in the correct temperature needed properly to vaporize the gasoline.

As heat is required to vaporize the gasoline, it can readily be seen that the lower the grade of gasoline the higher the heat is needed to properly vaporize it. In cold weather, when an engine is running cold, the gasoline does not vaporize properly, causing backfiring, lack of flexibility, loss of power and poor gasoline mileage. The chances are that the average motorist will blame the carburetor when these conditions are apparent, when the in-

Edison was Right

"The Chevrolet Review" says, "Thomas A. Edison nearly twenty-five years ago was quoted in 'The New York World': 'The horseless vehicle is the coming wonder. Ten years from now we will be able to buy a horseless vehicle for what you would have to pay to-day for a wagon and a pair of horses. The money spent in the upkeep of the horses will be saved. A great invention, which facilitates commerce, enriches a country just as much as a discovery of gold.'"

"Looking back from the pinnacle of 1918 automobile developments, it must be a source of great satisfaction to know his prediction was conservative rather than radical."

telligent use of a moto-meter and a radiator cover would eliminate the trouble, produce maximum gasoline mileage, cause the engine to operate with proper flexibility and to deliver its full power.

There is a model of Boyce Moto-Meter made for every type of motor vehicle. The company at its exhibit, on the third floor of the Automobile Show at Grand Central Palace, is displaying a complete line of Boyce Moto-Meters.

Lexington Merged In Big Combine

Ansted Heads Newly Formed United States Automotive Corporation

Frank B. Ansted, president of the Lexington Motor Company, announced yesterday the formation of the United States Automotive Corporation, a holding company only, which includes the Lexington Motor Company, the Ansted Engineering Company, the Connorsville Foundry Corporation and the Teetor-Hartley Motor Corporation. With the exception of the last named, all are engaged in the automotive trade.

Of the four the Lexington Motor Company is best known to the public on account of the sale of its product, the Lexington Minute Man Six.

The other three companies are engaged in the production of important component parts. Officers of the United States Automotive Corporation have been named as follows: Frank B. Ansted, president; George W. Ansted and Frederic I. Barrows, vice-presidents; James M. Heron, treasurer, and LeRoy A. Hanson, secretary. These all reside at Connorsville, where the main offices of the United States Automotive Corporation will be located.

The other directors are: William B. Ansted, president of the Central Manufacturing Company; Charles C. Hull, president of the Rex Manufacturing Company; John C. Moore, chief engineer of the Lexington Motor Company; Arthur A. Ansted, president of the Indiana Lamp Company, and Emory Huston, vice-president of the Lexington Motor Company—all of Connorsville, and Elmer J. Hess, director of the Standard Parts Company, of Cincinnati.

Milwaukee Famous Again

Work is going forward on the building of an immense plant in Milwaukee for the production of Nash four-cylinder cars.

TIFFANY & Co.

FIFTH AVENUE & 37TH STREET

PEARLS JEWELRY SILVERWARE

LaFayette Test Car Rolling Up Mileage

Hoosier Roads and Indianapolis Speedway Being Used for Gruelling "Prep."

While a LaFayette sedan is speeding by train to New York for its debut in the main lobby of the Hotel Commodore the week of Father Knickerbocker's automobile show, a LaFayette touring car is having a few thrills of its own right at home.

The first test car, assembled by a crew of mechanics in the experimental department of the LaFayette plant at Indianapolis, is on the road in an unbroken series of hard runs that will be continued, day and night, fair weather and foul, throughout the winter and spring.

D. McCall White, the designer of the car, is at the steering wheel the greater part of the time, in order to learn first hand if the LaFayette is actually as good as he hoped it would be when he laid it out on a sheet of drawing paper last June.

On occasions, however, he entrusts the car to the heavy foot of "Big Boy" Rader, who likes nothing better than to give an automobile the gun, as evidenced by his driving at the Sheephead Bay Speedway two years ago, when he established new world's records for all distances from one-quarter mile to ten, inclusive.

Not only is the LaFayette being put

through its paces on the roads radiating from Indianapolis and in the hills of Brown County, immortalized in verse by James Whitcomb Riley, but Mr. White is taking advantage of the facilities afforded by the Indianapolis Speedway for a gruelling test.

The brick course of the Hoosiers, which is notorious for the terrific strain that it imposes on engine and chassis, he has found a testing ground comparable with English Brooklands, where the Napier and Daimler cars that he designed before coming to America were developed.

In the first weeks of the test the LaFayette has performed handsomely, delivering a notable amount of speed and power. Unusually smooth and quiet engine operation has been noted, as well as a high degree of riding comfort.

Truck Makers Change Name To Meet Whim of Public

The goal of all advertisers is to put the name of their product prominently into the mouths and minds of the buying public. Seldom does it occur that such a thing is done too successfully, yet that is exactly what has happened in the case of The Clyde Cars Company, of Clyde, Ohio.

This company manufactures the Clydesdale truck. During the eight years of intensive sales and advertising campaign to put the name of the truck before the public the name of the company has been quite lost sight of. The bulk of the mail and telegrams sent to the factory within the last few years has been addressed

to some other than The Clyde Cars Company. In nearly every instance this misdirected mail carried the name Clydesdale. As a result The Clyde Cars Company has been forced, by the widespread publicity given to the name of its product, to change its name to The Clydesdale Truck Company.

At the same time the rapid growth of its business has necessitated an increase in capitalization. The present capitalization of \$500,000, at \$100 par value, has been increased by the authorization of \$1,000,000 worth of common stock and \$500,000 worth of preferred stock, with a par value of \$10. The entire preferred issue has been underwritten by a Cincinnati banking concern.

Farm Field Is

Conference Topic

By Raymond Beck, Chief Goodrich Travel and Transportation Bureau

Nearly 150 sales heads, transportation engineers and technical experts of the motor truck industry attended the initial conference yesterday afternoon at the Eighth Coast Defence Armory. The farm field advertising and trade tactics were discussed at length.

"The truck salesman must be transportation experts rather than truck salesmen in general," was a statement of Robert O. Patten, of the Pierce-Arrow Motor Company, who impressed on his hearers the importance of fortifying salesmen with accurate and adequate information for the truck buyer.

A majority of the men attending the conference represented metropolitan interests. J. D. Eggleston, transportation expert of Mason City, Iowa, ably presented the agricultural phase.

A. H. Kroh, Akron, Ohio, introducing himself as the "darndest fool on the subject of farm motorization," delivered a splendid address on his subject. The "farm field" truck makers may rest on the laurels won in the city. Kroh's concentration of the "farm field" will fulfill patriotic need and materially swell the truck industry's pocketbook. While America's population has increased 21 per cent in ten years, the food production has increased but 10 per cent. "Kroh pointed out that trucks will increase production at reduced cost."

John R. Eustis, director of the highway conference, acted as chairman of the meeting.

Same Officers Since 1908

The original executive officers of the Cole Motor Car Company have served continuously since the inception of the company, in 1908. They are J. J. Cole, president and general manager; S. J. Kuqua, vice-president, and J. F. Morrison, secretary-treasurer.

Macy's

W. 5th St. Broadway, 5th to 6th St.

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only.

Store hours 9 to 5:30

Attention is Please—Quality—Service

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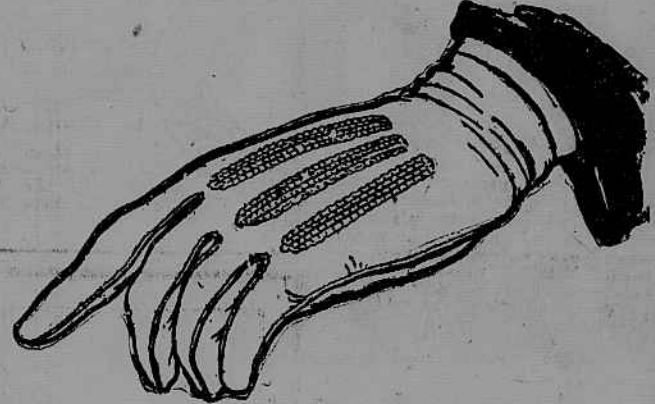
A Sale of Gloves

—that to early buyers offers an endless choice—
—that is absolutely without precedent in point of values—
—that includes all our incomplete lines; broken assortments, house samples and the entire contents of our 14 salesmen's trunks of wholesale samples—
—All of standard Centemeri quality and all at one price—

1.95

Centemeri Gloves

400 FIFTH AVE.
(Phila. Store, 123 So. 13th St.)



A Sale for Men

—including incomplete lines and wholesale samples of our finest grades of business and dress gloves—
And enough for everybody of those sleek and supple Capeskin gloves with that Centemeri perfection of fit—
Besides a wonderful assortment of heavy gloves, lined and unlined, for motoring, winter sports or any cold weather need—

Centemeri Gloves

1.95 400 FIFTH AVE.
(Phila. Store, 123 So. 13th St.)

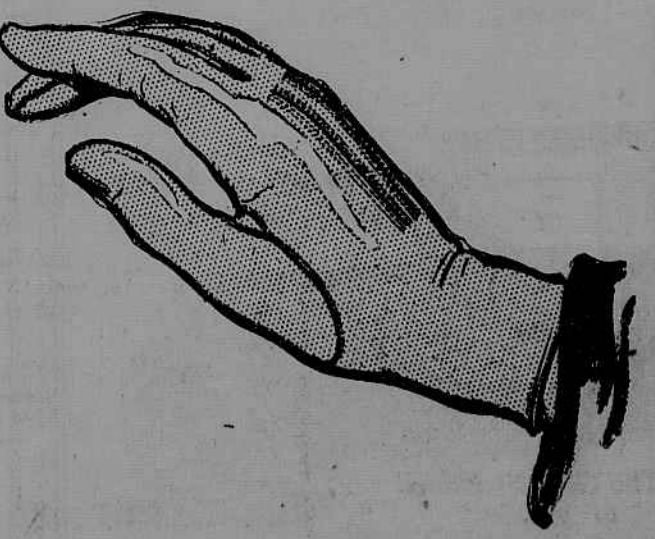
A Sale for Women

Gloves of lovely French Kidskin, glacé and suede; Capeskin and Mocha, in a multitude of styles—
Wrist lengths and gauntlet, lined and unlined—
Gloves for cold weather, gloves for sports, gloves for business and gloves for evening—
And lots of beautiful gloves to buy now and hold for Easter wear—

1.95

Centemeri Gloves

400 FIFTH AVE.
(Phila. Store, 123 So. 13th St.)



Special Reductions in Hosiery, all colors, \$2.65 a pair

MILLER & SONS
NEW YORK CHICAGO

Creators of Distinctive Footwear

Sizes 1 to 9 Widths AAA to D

ANNUAL SALE at MILLER FOOTWEAR

Though I. Miller creations are invariably a season ahead of most other makes of footwear and we could restock them next Fall at higher prices, we prefer to maintain our style-leadership and close each season's business with a complete disposal of all current season lines. The sale embraces:

High Boots, Oxfords and Pumps

7.95 8.95 10.95 12.95

Saving You \$3.00 to \$6.00 a Pair

The favorite styles of the season in walking and French heel models are included in this sale; all styles and sizes.

New French Slippers

Charming novelty styles in all the favorite leathers and fabrics

12.50 to 16.50

1554 Broadway
Near 46th St.
Open till 9 P. M.

15 West 42d Street
Near Fifth Ave.

50 Church Street
Near Fulton.
Hudson Term. Bldg.

Macy's—Second Floor, 5th St. Near.